

AFFECTIVE TELEVISION MONITORING AND CONTROL

ABSTRACT OF THE DISCLOSURE

A system and method for collecting, analyzing, and using sensory reactions and involuntary or spontaneous movements by members of a television viewing (or listening) audience. While known programming is displayed on a television receiver, a plurality of sensors monitor the viewer or viewers for recognizable evidence of an emotional response that can be associated with a discrete program segment. Where positive (or negative) responses can be associated with a certain type of program content, the system monitors subsequent programs for the opportunity to notify the viewer or simply present (or avoid presenting) the program automatically.